

Figure A1

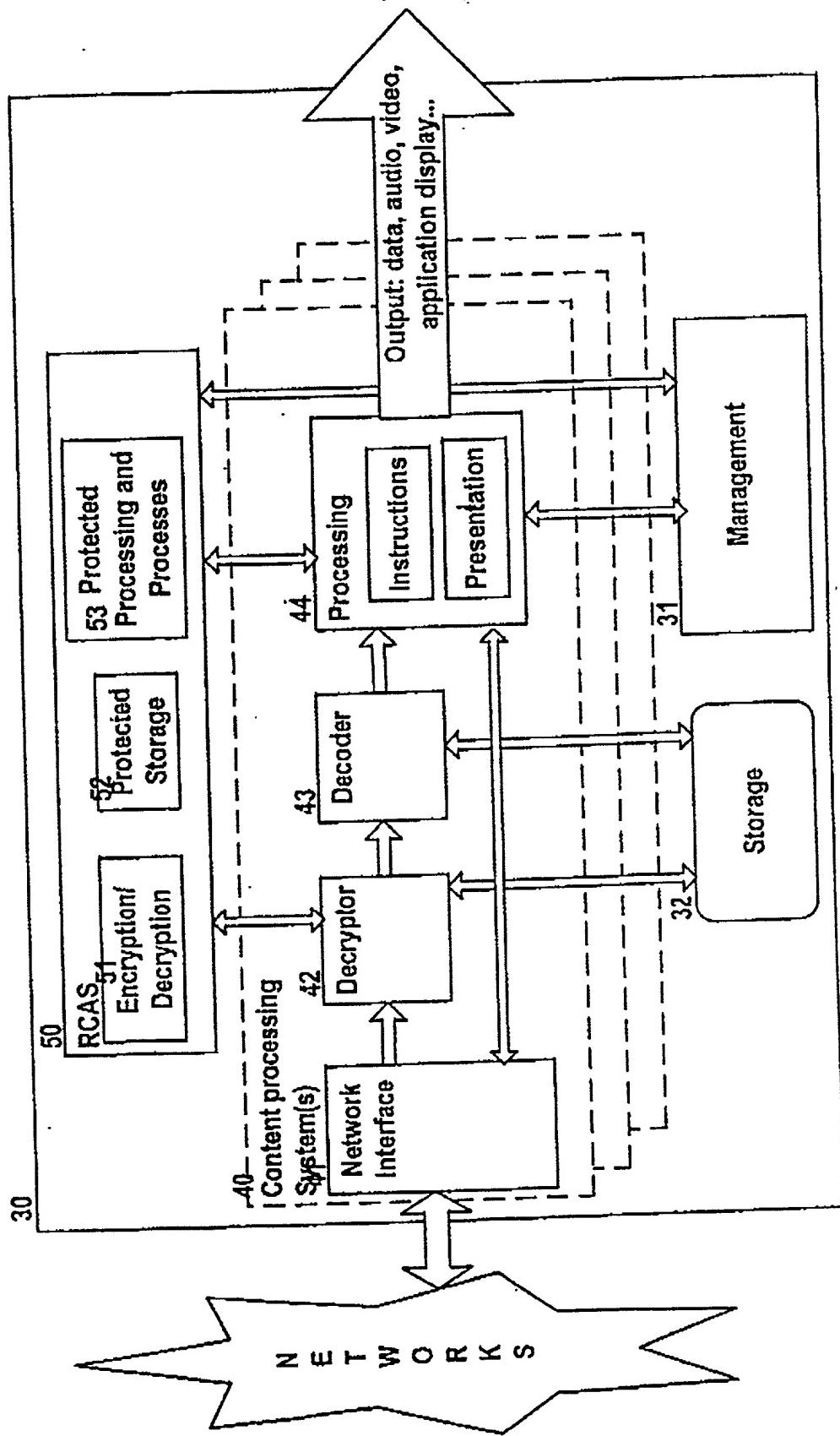


Figure A2

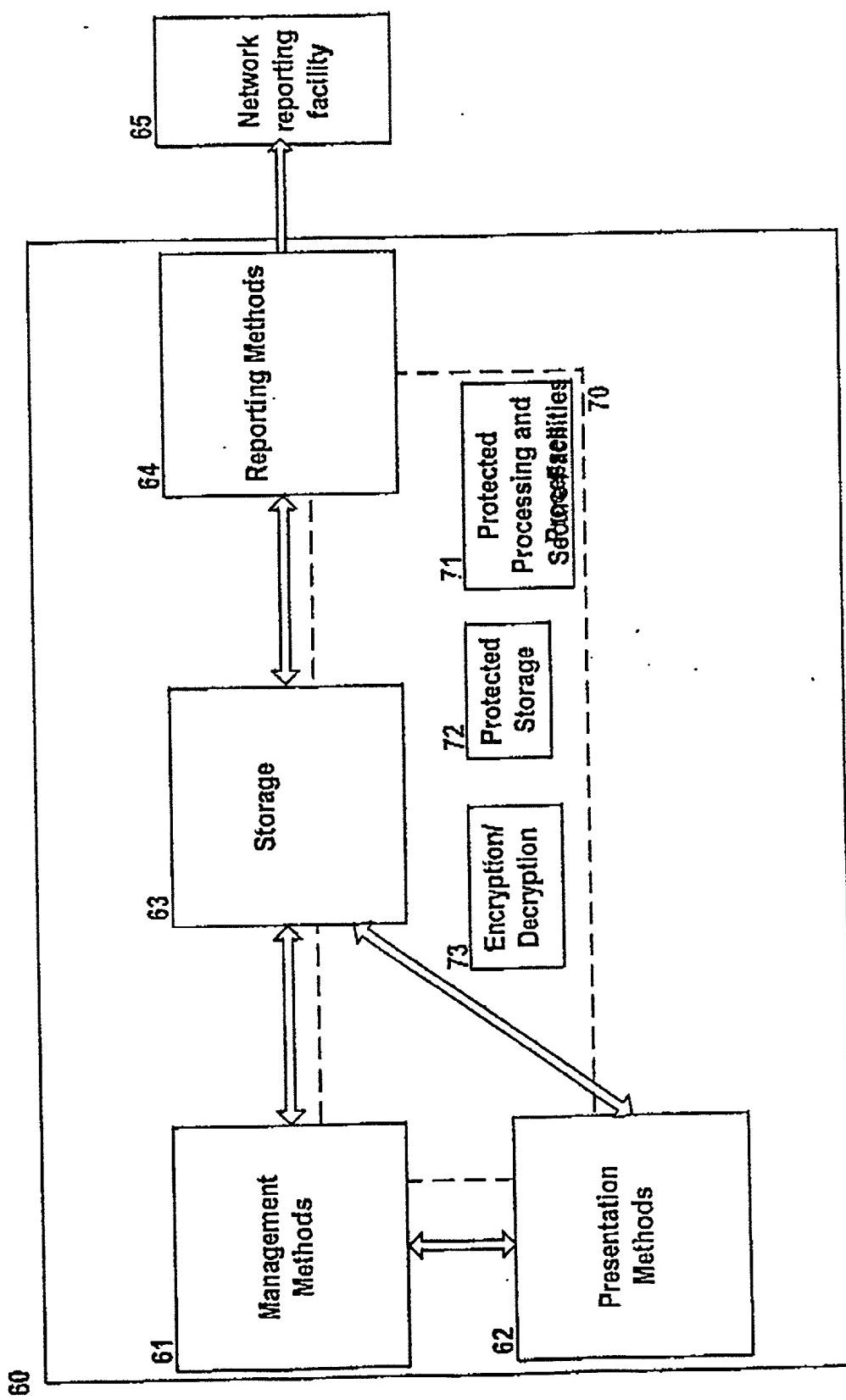


Figure A3

**Applicant:** Stephen R. Basco et al.  
**Title:** METHOD AND SYSTEM FOR TARGETED CONTENT  
DELIVERY, PRESENTATION, MANAGEMENT AND  
REPORTING IN A COMMUNICATIONS NETWORK

**Attorney/Agent:** Kent J. Sieffert  
Reg. No. 41,312  
Telephone: 651.735.1100

Docket No.: 1028-010US01

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Description	Content type 81	Content Source 82	Content characteristics 83	Content identifier 84
Ad 1 with optional interactivity	Audio=yes, video=yes, ATVEF interactivity=yes	Channel 204 real time	Area=California, type=tv ad	1111
Ad 2 with mandatory interactivity	Audio=yes, video=yes, ATVEF interactivity=mandatory	Channel 205 real time	Area=MidWest, type=tv ad	1112
Ad 1 of 3 for new car model	Audio=yes, video =yes	Internet	Area=everywhere else, type=tv ad	1113.1
Ad 2 of 3 for new car model	Audio =yes, video =yes	Internet	Area=Northern states, type=tv ad	1113.2
Ad 3 of 3 for new car model	Audio=yes, video = yes	Internet	Area=Southern states, type=tv ad	1113.3
Ad 1 for play during pause	Audio=no; video=yes, ATVEF interactivity=yes	Channel 206 14:02	Area=all, type=pause ad; duration=30	1114
Ad 2 for play during pause	Audio=no; video=yes, ATVEF interactivity=yes	Channel 206 14:04	Area=all, type=pause ad,interruptible=no; duration=5	1115

Figure A4

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Description	Opportunity type 85	Opportunity Content 86 Source 82	Opportunity Context 87	Opportunity method 88	Opportunity descriptors 90	Opportunity identifier 88
Ad insertion opportunity 1 on CNN	Type=absolute time; time=(14:02; 14:04)	1111,1112	channel=CNN;	geography_ match		2111
Ad insertion opportunity 2 on any of CNN, HNN or CNNFN	Type=relative time; time=(trigger 2112 + 300 frames)	1111,1112	channel=(CNN,HNN,CNNFN);	Income_match	1111 if < 100000; 1112 if >= 100000	2112
Ad insertion when receiver started	Type=function	1113 X	function=on;	play_all_in_sequence		2113
Ad insertion when returning from pause	Type=function	1114, 1115	function=pause_return;	match_to_pause_duration		2114

Figure A 5

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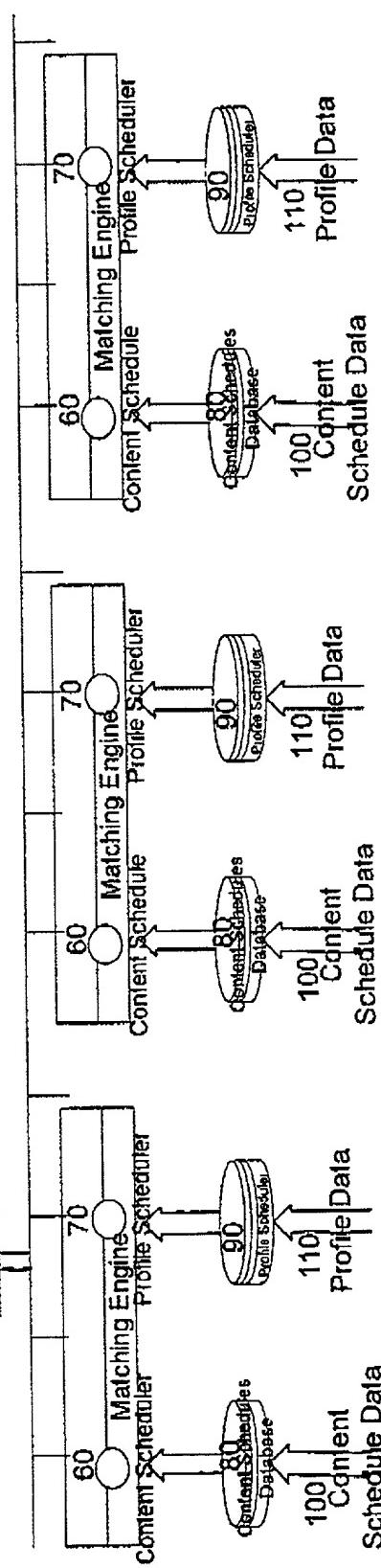
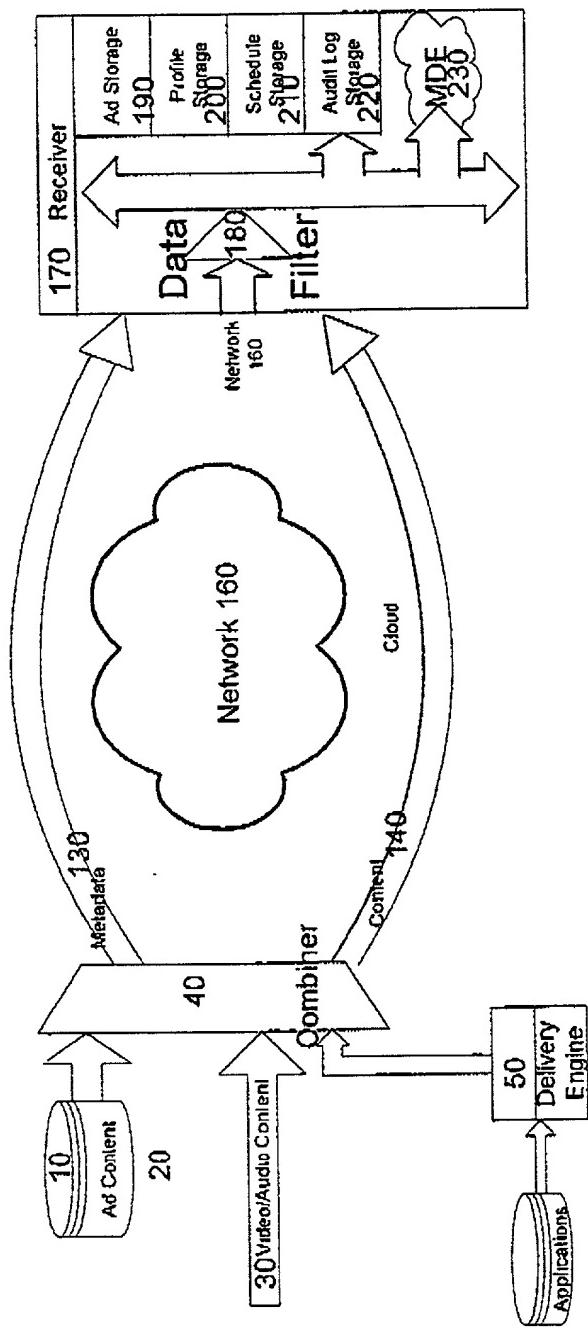


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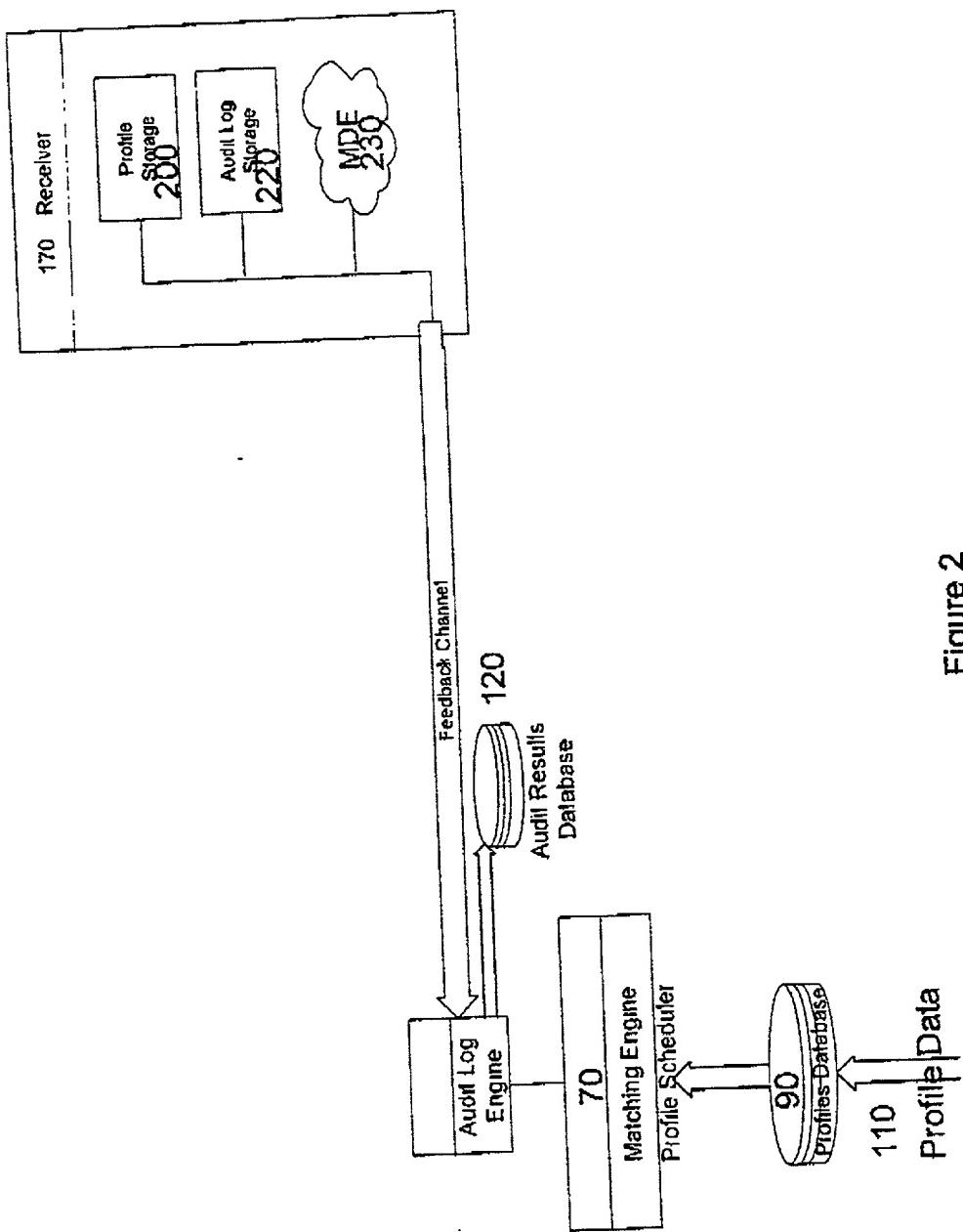


Figure 2

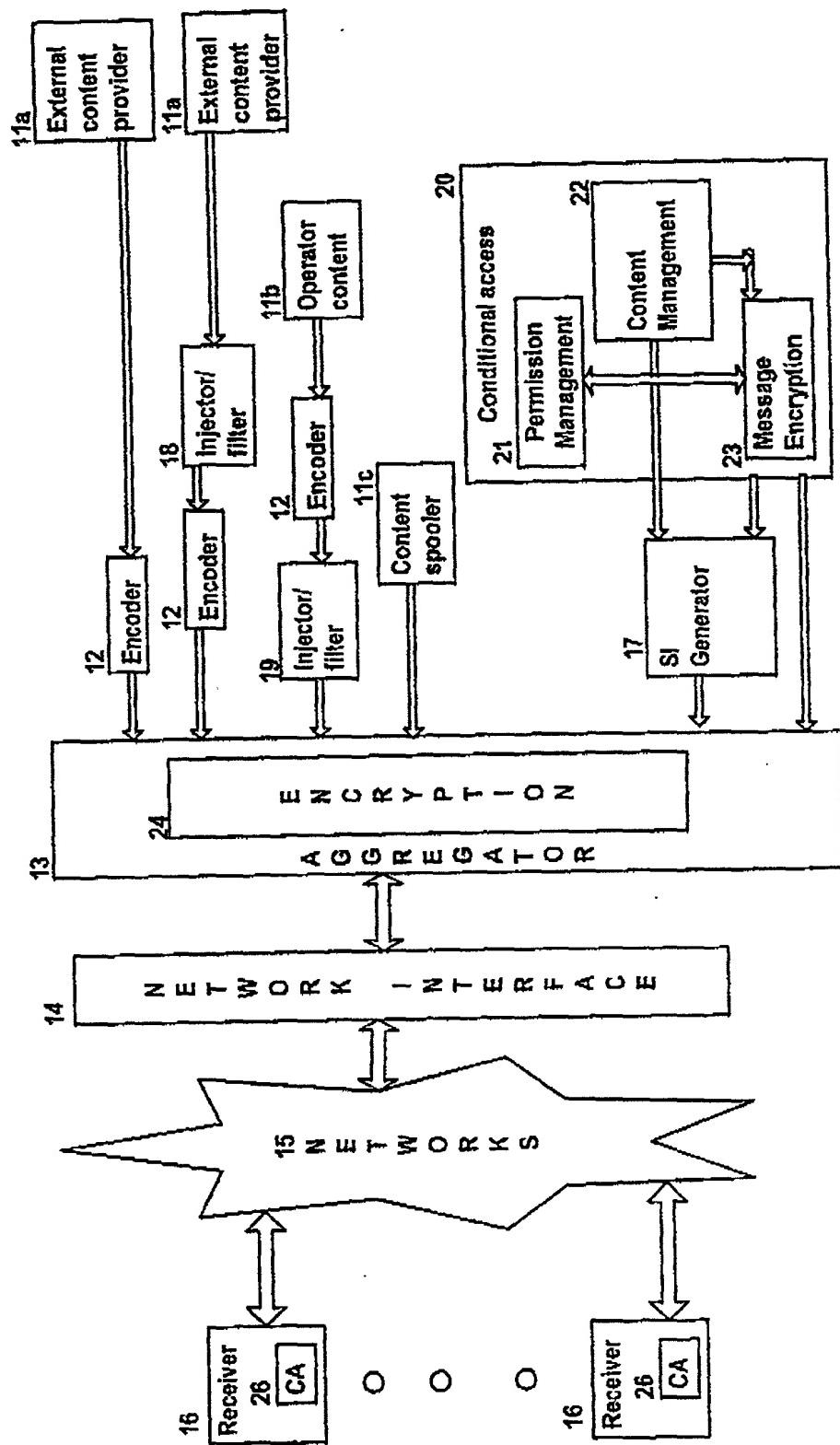


Figure 3

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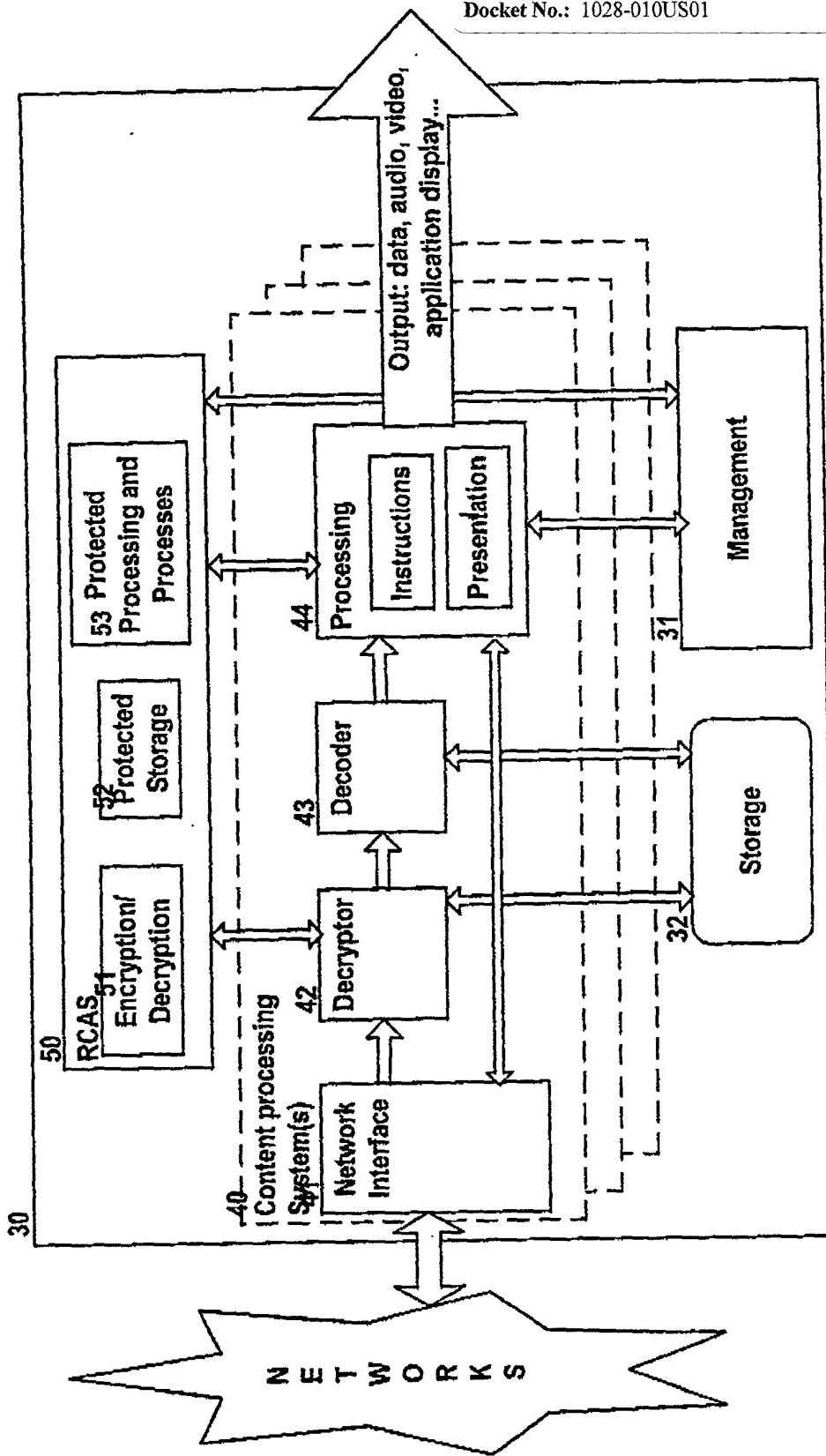


Figure 4

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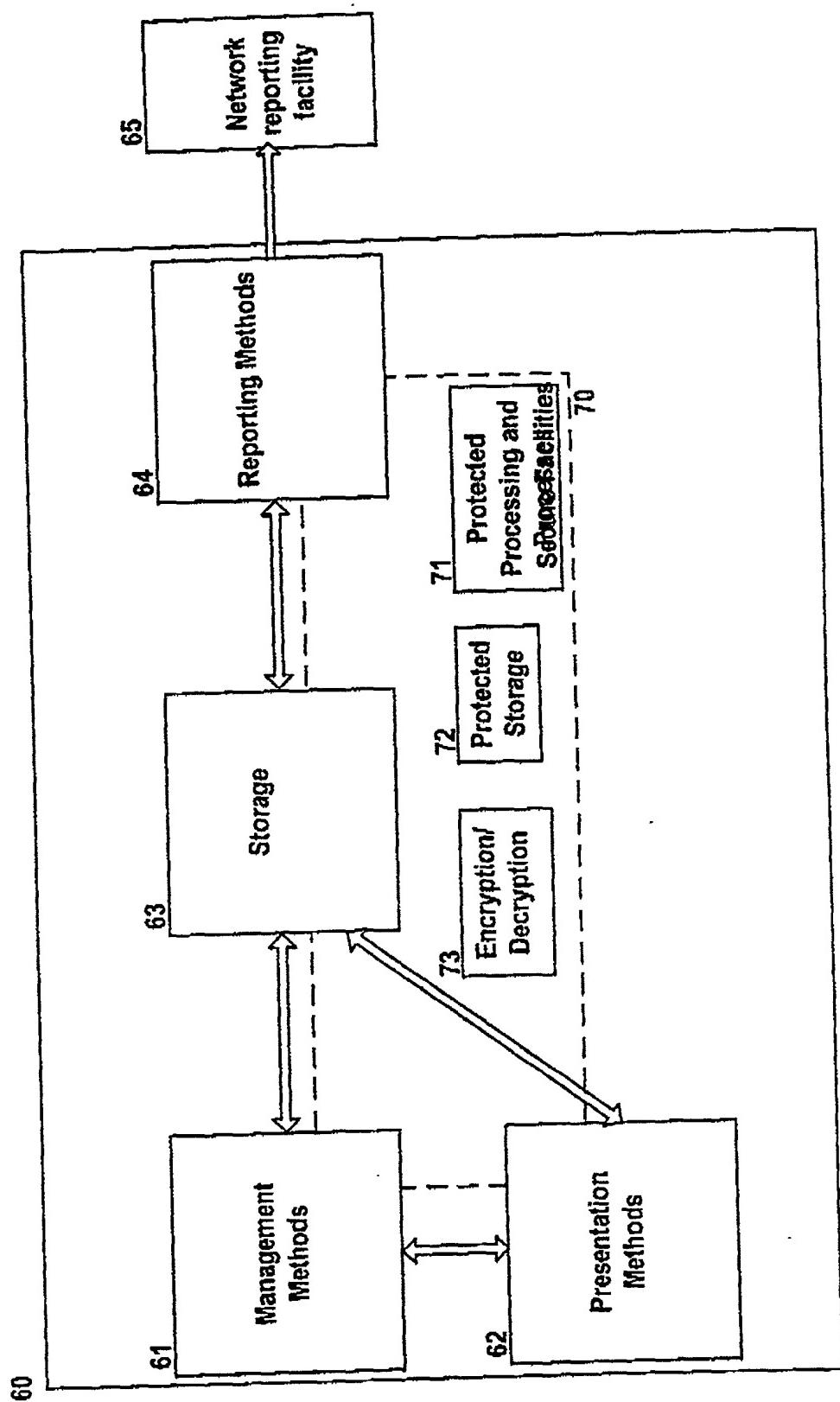


Figure 5

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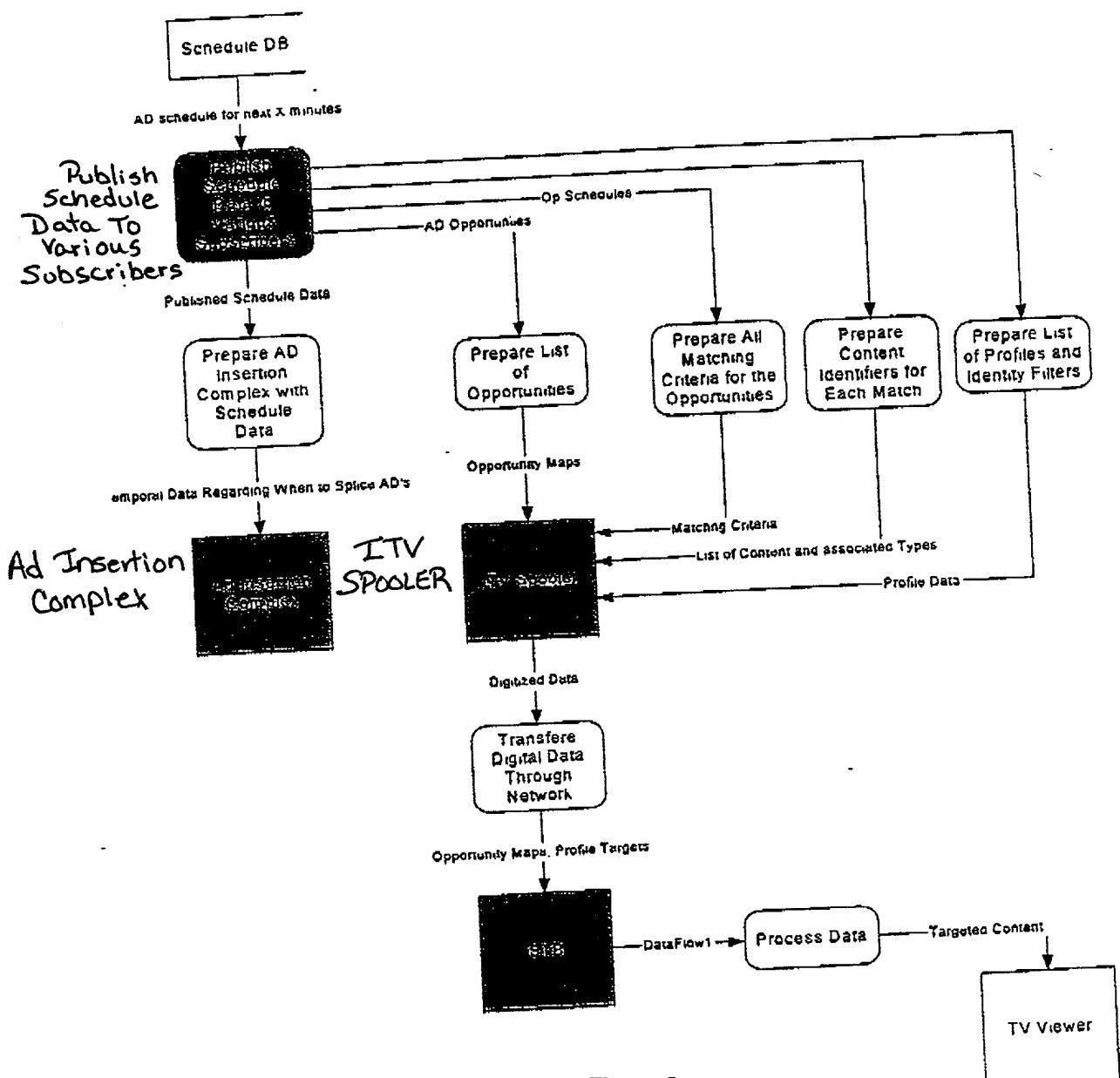


Figure 6

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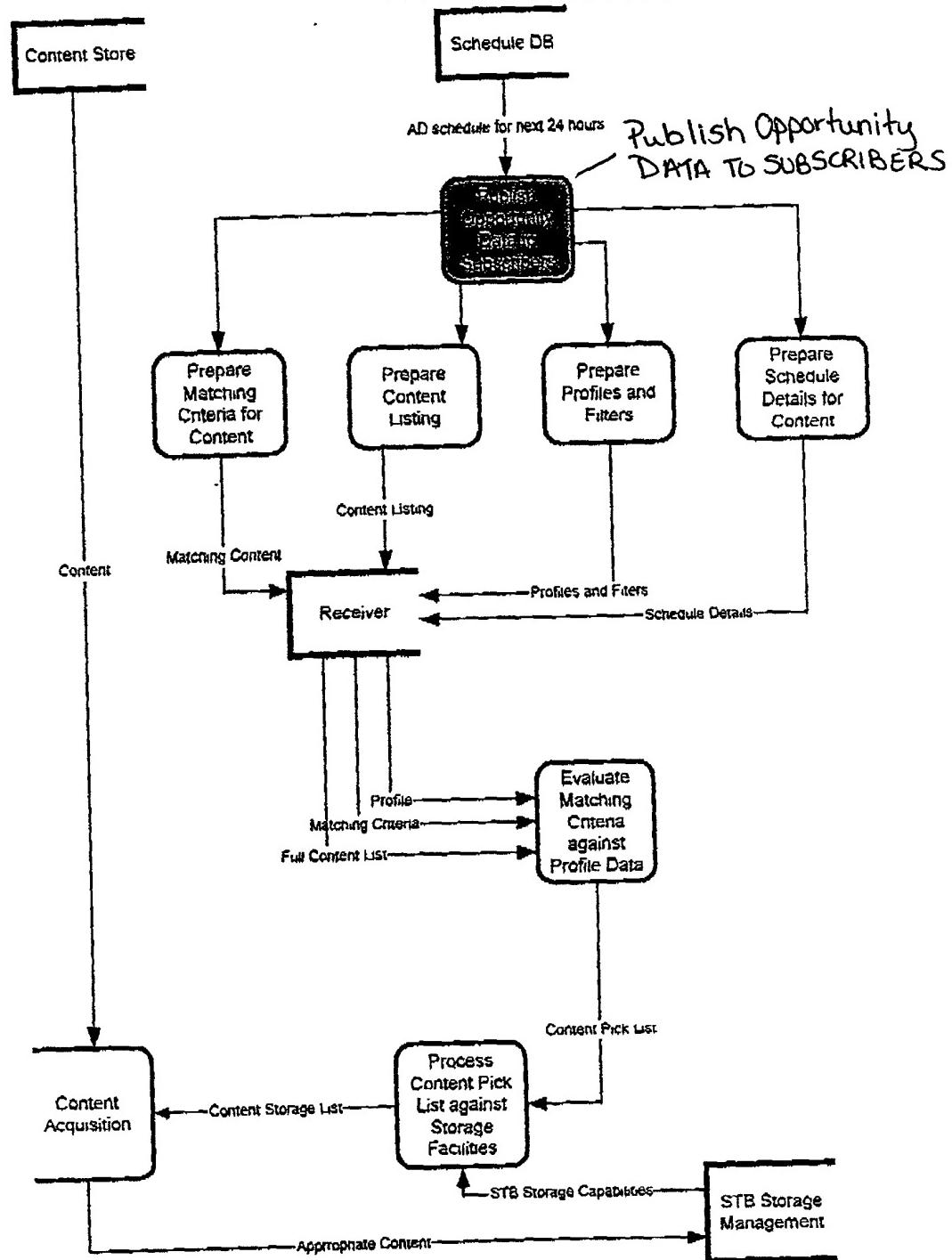
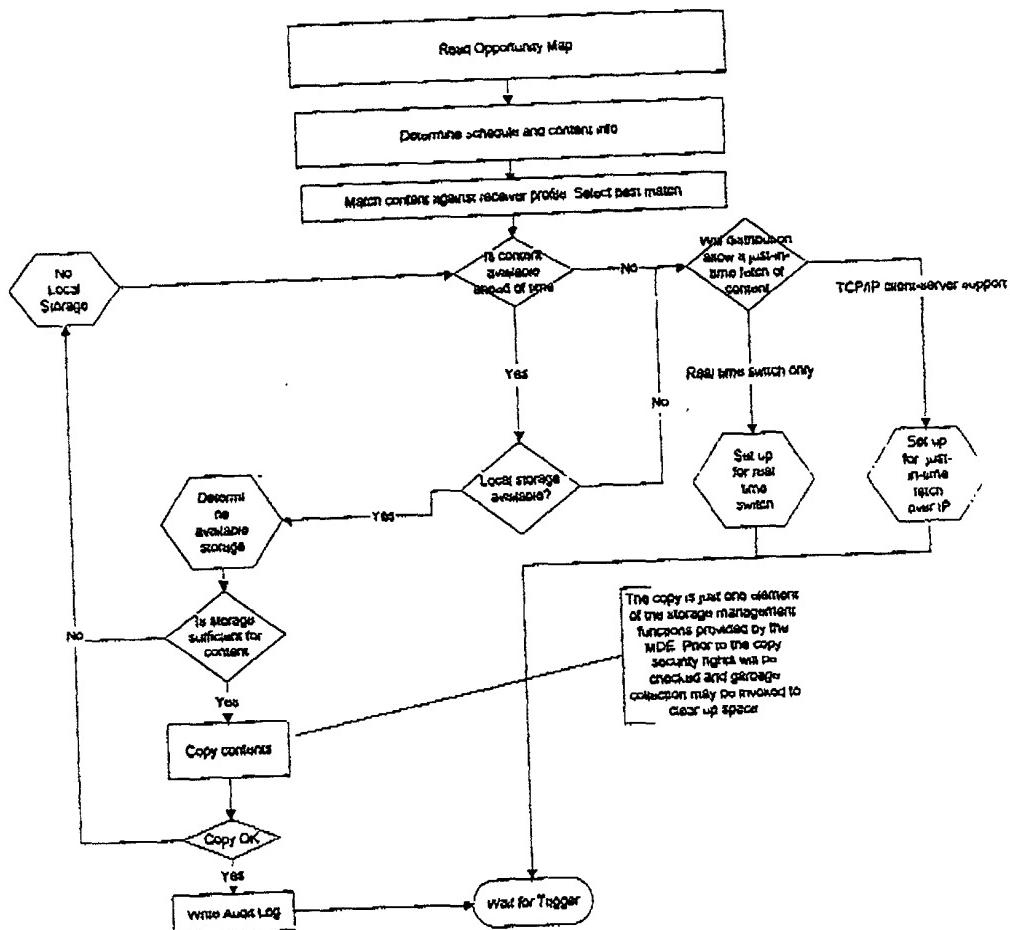


Figure 7

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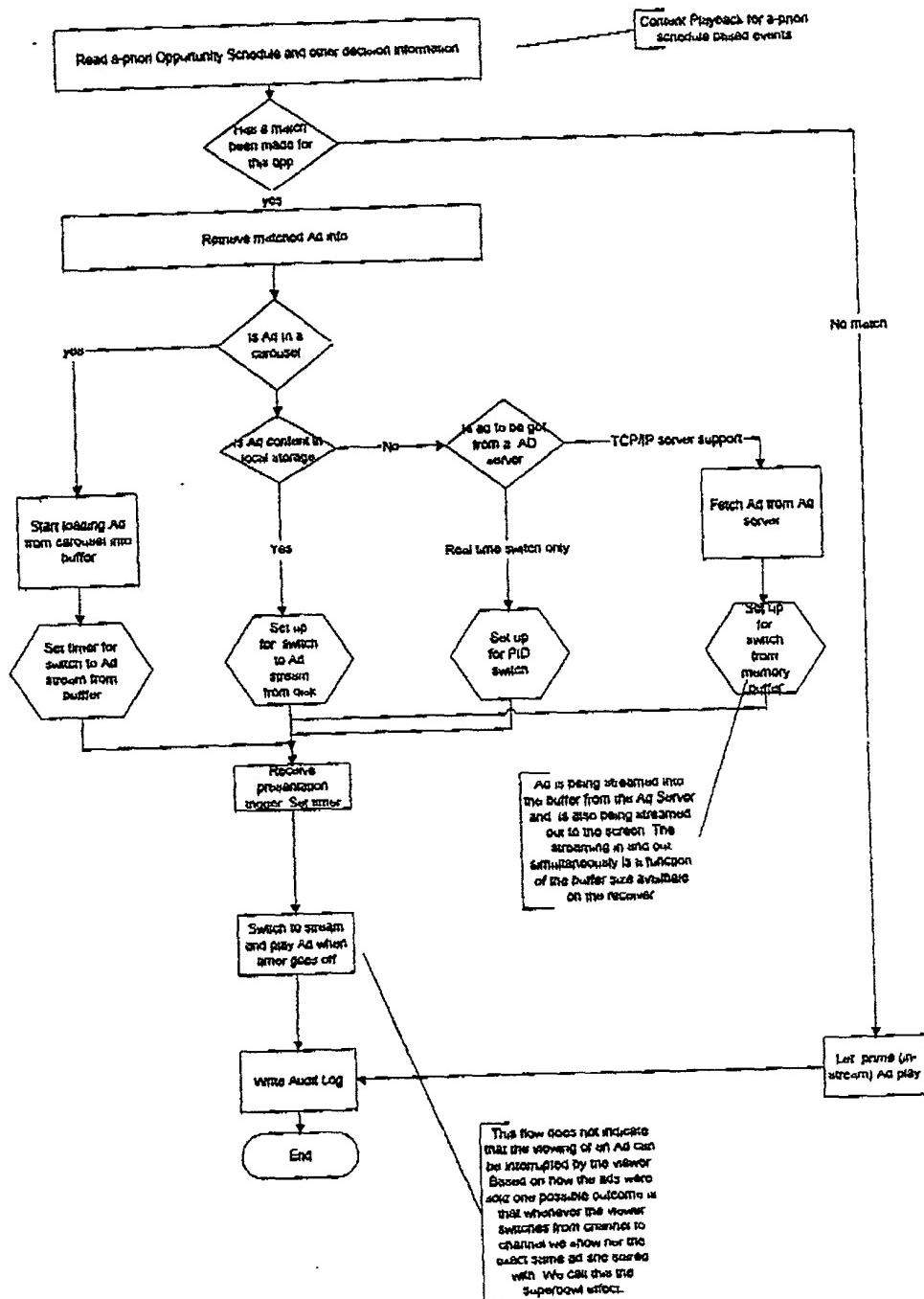
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MDE: content acquisition flow

Figure 8



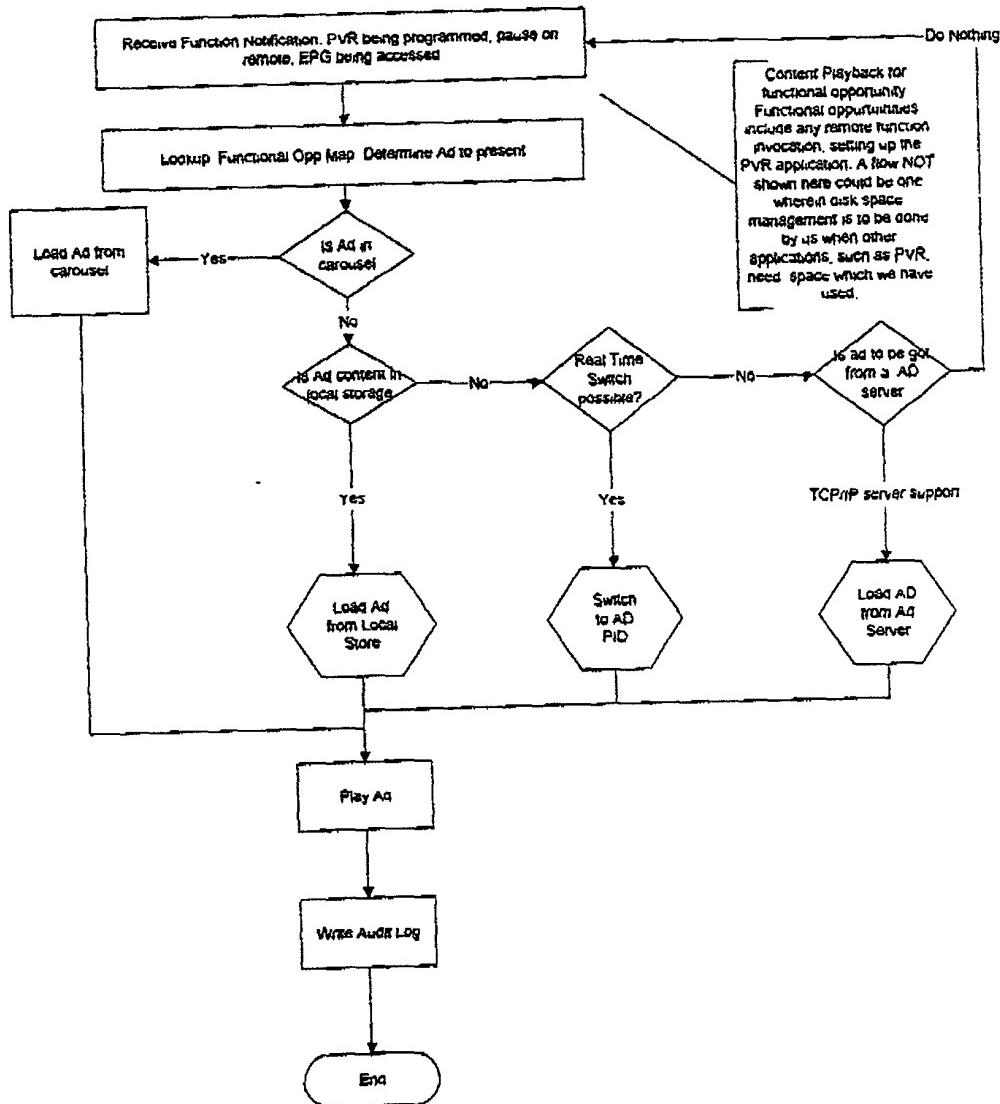
MDE: Content playback for a-priori schedule

Figure 9

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MDE: Content playback for function based opportunities

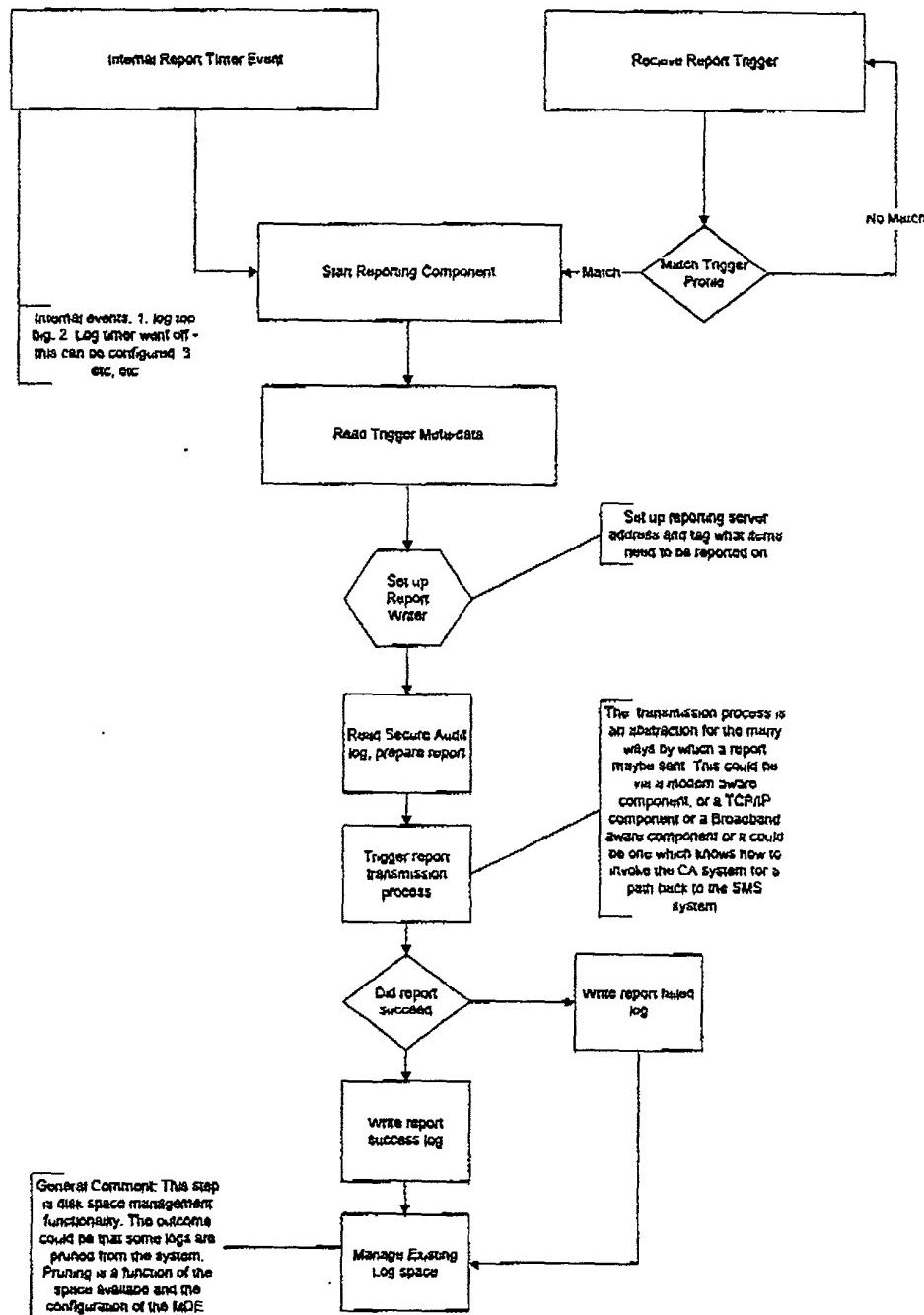
Figure 10

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MDE: Report/Feedback flow.

Figure 11